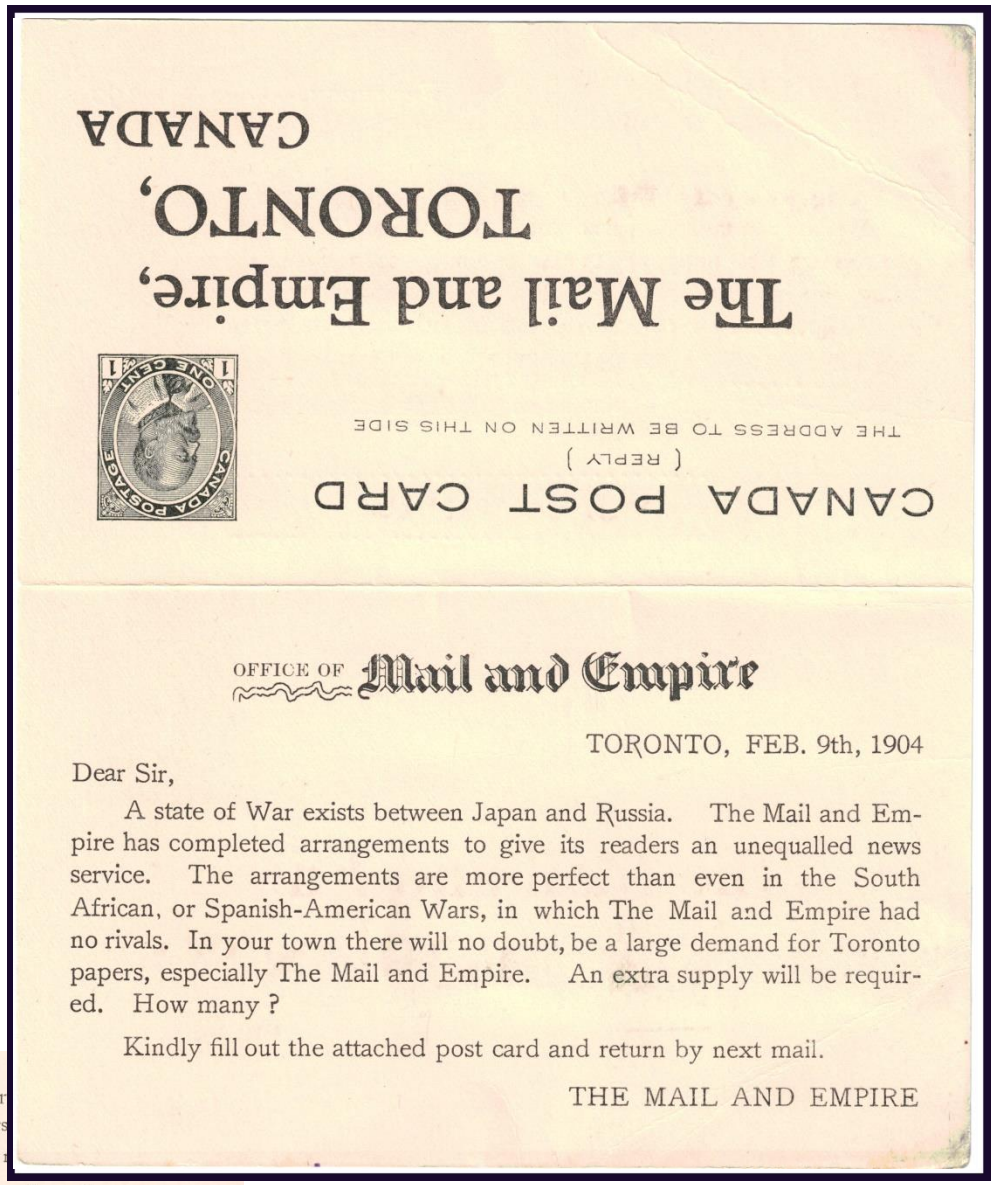
Military Toronto – Russo-Japanese War

While there was no involvement by Canada in this war the Toronto editors thought good reporting of it would sell papers.

Circulation did go up.



CANADA POST CARD

(REPLY)

THE ADDRESS TO BE WRITTEN ON THIS SIDE

The Mail and Empire,

TORONTO,

CANADA

OFFICE OF Mail and Empire

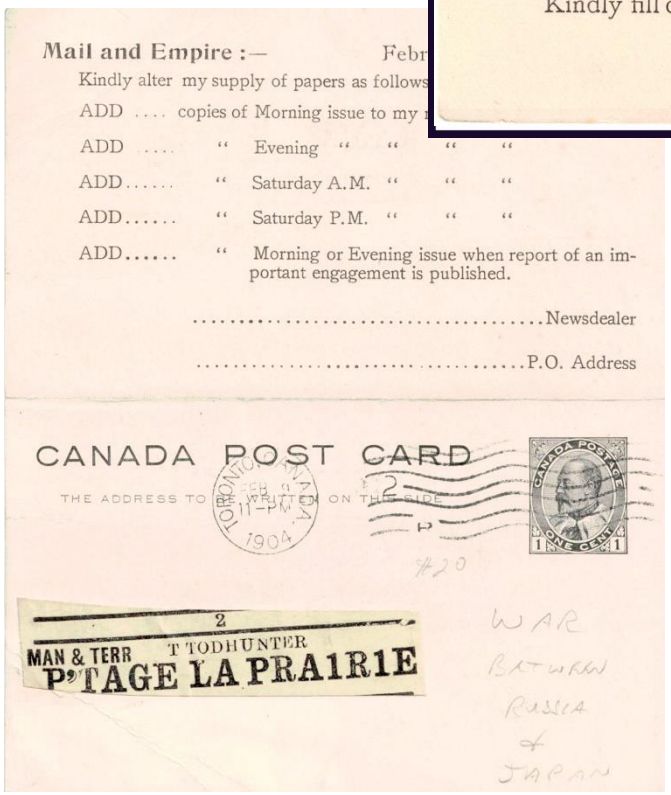
TORONTO, FEB. 9th, 1904

Dear Sir,

A state of War exists between Japan and Russia. The Mail and Empire has completed arrangements to give its readers an unequalled news service. The arrangements are more perfect than even in the South African, or Spanish-American Wars, in which The Mail and Empire had no rivals. In your town there will no doubt, be a large demand for Toronto papers, especially The Mail and Empire. An extra supply will be required. How many ?

Kindly fill out the attached post card and return by next mail.

THE MAIL AND EMPIRE



Mail and Empire :— Febr

Kindly alter my supply of papers as follows

ADD .... copies of Morning issue to my

ADD .... " Evening " " " "

ADD..... " Saturday A.M. " " "

ADD..... " Saturday P.M. " " "

ADD..... " Morning or Evening issue when report of an important engagement is published.

.....Newsdealer

.....P.O. Address

CANADA POST CARD

THE ADDRESS TO BE WRITTEN ON THIS SIDE

TORONTO FEB 9 7 11-PM 1904

2

MAN & TERR T TODHUNTER

P'TAGE LA PRA1R1E

WAR BETWEEN RUSSIA & JAPAN